

WHAT IS CLAIMED IS:

1. A method of performing financial processing in a computer, comprising:
 - (a) selecting accounts and events from a database through a selector function, wherein the selector function uses one or more selection criteria to determine which accounts and events should be selected and the selector function selects the accounts according to one or more specified attributes of the selected events; and
 - (b) performing one or more profitability calculations in the computer using attributes of the accounts and events, wherein the profitability calculations use one or more rules applied to the attributes.
2. The method of claim 1, wherein the selection criteria includes dynamic event attributes.
3. The method of claim 1, wherein the selection criteria includes one or more attributes for the selected events are defined for each of the accounts.
4. The method of claim 3, wherein a definition for the attributes varies both in a number of attributes and an identity of the attributes.
5. The method of claim 1, wherein the selector function performs event thresholding when selecting the accounts.
6. The method of claim 5, wherein the selector function only selects accounts that have a specified number of a specified combinations of event attributes.
7. The method of claim 6, wherein the selector function selects the accounts that meet any of the selection criteria, wherein the amount of the events is summed to determine whether they satisfy the event thresholding.
8. A system for financial processing, comprising:
 - a computer;
 - logic, performed by the computer, for:

(a) selecting accounts and events from a database through a selector function, wherein the selector function uses one or more selection criteria to determine which accounts and events should be selected and the selector function selects the accounts according to one or more specified attributes of the selected events; and

5 (b) performing one or more profitability calculations in the computer using attributes of the accounts and events, wherein the profitability calculations use one or more rules applied to the attributes.

10 9. The system of claim 8, wherein the selection criteria includes dynamic event attributes.

10 10. The system of claim 8, wherein the selection criteria includes one or more attributes for the selected events are defined for each of the accounts.

15 11. The system of claim 10, wherein a definition for the attributes varies both in a number of attributes and an identity of the attributes.

20 12. The system of claim 8, wherein the selector function performs event thresholding when selecting the accounts.

13. The system of claim 12, wherein the selector function only selects accounts that have a specified number of a specified combinations of event attributes.

25 14. The system of claim 13, wherein the selector function selects the accounts that meet any of the selection criteria, wherein the amount of the events is summed to determine whether they satisfy the event thresholding.

15. An article of manufacture embodying logic for performing financial processing in a computer, comprising:

30 (a) selecting accounts and events from a database through a selector function, wherein the selector function uses one or more selection criteria to determine which

accounts and events should be selected and the selector function selects the accounts according to one or more specified attributes of the selected events; and

(b) performing one or more profitability calculations in the computer using attributes of the accounts and events, wherein the profitability calculations use one or more rules

5 applied to the attributes.

16. The article of manufacture of claim 15, wherein the selection criteria includes dynamic event attributes.

10 17. The article of manufacture of claim 15, wherein the selection criteria includes one or more attributes for the selected events are defined for each of the accounts.

18. The article of manufacture of claim 17, wherein a definition for the attributes varies both in a number of attributes and an identity of the attributes.

15 19. The article of manufacture of claim 15, wherein the selector function performs event thresholding when selecting the accounts.

20 20. The article of manufacture of claim 19, wherein the selector function only selects accounts that have a specified number of a specified combinations of event attributes.

21. The article of manufacture of claim 20, wherein the selector function selects the accounts that meet any of the selection criteria, wherein the amount of the events is summed to determine whether they satisfy the event thresholding.

25